

Utilization Of Sharia Digital Marketing In Marketing Pink Rice In The One Islamic Boarding School One Product (Opop) Program

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ABSTRACT

Advancements in information technology have driven the use of digital media as a marketing strategy to enhance product competitiveness. This study aims to analyze the implementation of Sharia-compliant digital marketing for "Pink Rice" under the One Pesantren One Product (OPOP) program at the Darul Falah Islamic Boarding School. A descriptive qualitative approach was employed, utilizing data collection methods such as interviews, observation, and documentation, with analysis conducted via source triangulation. The findings indicate that implementing Sharia-compliant digital marketing yields benefits by expanding market reach, boosting product competitiveness, and supporting the economic empowerment of the Islamic boarding school. Further-more, this strategy opens up broader business development opportunities, although challenges remain regarding resource limitations, digital media management capabilities, and the optimization of technology utilization.

INTRODUCTION

The development of information and communication technology has transformed various economic activities, including the way businesses market their products. Marketing, previously conducted conventionally, has now shifted to digital media through social media, marketplaces, websites, and various online platforms. These changes provide broader opportunities for businesses to introduce products, expand market reach, and increase competitiveness more effectively and efficiently. According to a report by *We Are Social and Meltwater* (2025), Indonesia has more than 212 million internet users, or approximately 74% of the total population, while the number of social media users has reached more than 143 million people. This condition indicates that digital media has become a very potential tool in supporting the marketing activities of various types of businesses.

The use of digital technology has also had a significant impact on the development of Micro, Small, and Medium Enterprises (MSMEs). Data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia (2024) shows that Indonesia has approximately 65

million MSMEs, contributing more than 60% to Gross Domestic Product (GDP) and absorbing a large portion of the national workforce. However, the adoption of digital marketing among MSMEs remains suboptimal, resulting in many businesses being unable to fully utilize digital technology to expand their markets and improve their product competitiveness.

From an Islamic economic perspective, marketing activities are not solely directed at profit but must also be implemented in accordance with sharia principles. Sharia marketing prioritizes honesty, openness, fairness, trustworthiness, and responsibility, thereby building long-term consumer trust. Conversely, the practice of information manipulation, excessive promotion, or actions that harm consumers are not permitted within the concept of sharia marketing (Iswanto et al., n.d.). With the development of information technology, these principles are then implemented through sharia digital marketing, which combines the use of digital media with Islamic economic values.

The concept of Islamic digital marketing has strong relevance in supporting the economic empowerment of Islamic boarding schools (*pesantren*). Currently, Islamic boarding schools function not only as religious educational institutions but also as centers of economic activity through various productive business units. One program supporting the economic empowerment of Islamic boarding schools is the One *Pesantren* One Product program (OPOP) initiated by the East Java Provincial Government. This program aims to encourage each Islamic boarding school to produce superior, competitive products, thereby increasing their economic independence while empowering the surrounding community (Novitasari, 2024). One of the main pillars of OPOP is *Pesantrenpreneur*, a program empowering Islamic boarding school cooperatives to produce halal products that can compete in local, national, and international markets (Sifwatir Rifah & Ahmad Badrut Tamam, 2025).

One of the products developed through the OPOP Program is Pink Rice, produced by the Darul Falah Islamic Boarding School business unit. This product has distinct characteristics compared to regular rice, giving it the potential to become a flagship product for Islamic boarding schools. However, this potential has not been fully realized through a marketing strategy capable of reaching a wider market. Therefore, an effective marketing strategy is needed to increase the product's added value and enhance the competitiveness of Islamic boarding school businesses.

Sharia-compliant digital marketing is an alternative strategy that can be used to expand the marketing of Pink Rice. Through the use of digital media, product information can be delivered more quickly, widely, and efficiently, without being limited by geographic location. Furthermore, the application of Sharia-compliant values in the marketing process offers a distinct advantage by increasing consumer trust in product quality and business ethics. Thus, Sharia-compliant digital marketing serves not only as a promotional tool but also as a means of building a business image based on Islamic principles.

Various previous studies have shown that digital marketing plays a role in increasing sales, expanding market reach, and strengthening the competitiveness of MSMEs. However,

most of these studies focus more on the effectiveness of digital media use in general without linking it to the implementation of sharia principles in the marketing process. Research on sharia digital marketing in Islamic boarding school business units is also limited and generally only examines general promotional strategies or economic empowerment of Islamic boarding schools, without specifically analyzing how sharia values are applied in the digital marketing activities of a flagship Islamic boarding school product. Furthermore, research examining the implementation of sharia digital marketing in OPOP Program products, specifically Darul Falah Islamic Boarding School Pink Rice, is still very limited and therefore does not provide a comprehensive picture of the practices, benefits, and challenges of its implementation. This difference is the novelty of this study compared to previous research.

Based on these conditions, this study aims to analyze the use of sharia digital marketing in the marketing of Pink Rice in the One Pesantren One Product (OPOP) Program at the Darul Falah Islamic Boarding School. This study is expected to provide an overview of the implementation of sharia digital marketing, the benefits obtained from marketing activities, and its contribution to increasing product competitiveness and strengthening the economic independence of Islamic boarding schools. The results are also expected to serve as a reference for Islamic boarding school managers, sharia-based business actors, and academics in developing digital marketing strategies that are effective, sustainable, and in accordance with economic principles.

RESEARCH METHODS

This study uses a qualitative approach with a descriptive research type. Qualitative research has become an increasingly important approach in social studies because of its ability to explore the deep meaning of complex and contextual phenomena. (Anggun Septia N, 2025 (1), n.d.). A qualitative approach is employed to gain an in-depth understanding and description of phenomena based on actual conditions in the field. According to Sugiyono (2013), qualitative research is a method grounded in post-positivist philosophy, used to examine objects in their natural state, with the researcher serving as the primary instrument for data collection. The qualitative approach was chosen because it can provide a deep understanding of the application of sharia digital marketing in the marketing activities of Pink Rice as a flagship product of the One Pesantren One Product (OPOP) Program. Through this approach, researchers can systematically examine and describe the marketing strategies implemented, while examining their compliance with the sharia principles that form the basis of the marketing activities of Islamic boarding school products.

The research was conducted at the Darul Falah Islamic Boarding School business unit, which manages and markets Pink Rice through the One Pesantren One Product (OPOP) Program. To obtain valid and comprehensive data, this study employed data triangulation techniques, including interviews, observation, and documentation. The use of triangulation aims to increase data credibility and generate a deeper understanding of the phenomenon being

studied. Triangulation is a multi-method approach that allows researchers to obtain information from various sources and perspectives, allowing for more accurate data verification.

The data collection process began with in-depth interviews with informants directly involved in Pink Rice marketing activities. The primary informants in this study were the team responsible for digital marketing activities. The interviews also gave researchers the flexibility to adjust questions and the flow of the conversation based on the participants' responses. (Romdona et al., n.d.-a).

In addition to interviews, researchers also conducted direct observations of the implementation of digital marketing conducted by Islamic boarding school business units. Observation is considered a pure approach because it involves direct observation without having to change or intervene in existing conditions, so that the resulting data is more natural. (Romdona et al., n.d.). This observation aims to obtain a real picture of the marketing strategy implemented, the use of digital media, and interactions that occur in the product marketing process. Researchers also collected various supporting documents, such as photos of activities, social media posts, marketing data, and other documents related to the marketing activities of Pink Rice.

Data obtained through interviews, observations, and documentation were then analyzed by comparing and matching information from various sources. Interview results were verified with observation and documentation findings to obtain a more comprehensive picture of the application of Sharia digital marketing in Pink Rice marketing. If discrepancies were found, researchers reconfirmed with relevant informants to ensure data accuracy. Through this triangulation process, it is hoped that the research results will reflect the actual situation and have a high level of reliability.

By using a descriptive qualitative approach and data triangulation techniques, this study is expected to provide a comprehensive picture of the use of sharia digital marketing in increasing the marketing of Pink Rice through the One Pesantren One Product (OPOP) Program, while also contributing to the development of marketing strategies for Islamic boarding school products based on sharia values.

RESULTS AND DISCUSSION

The results of the study indicate that the implementation of sharia digital marketing in the marketing of Pink Rice through the One Pesantren One Product (OPOP) Program at the Darul Falah Islamic Boarding School has been implemented through the use of various digital media as a means of promotion and communication with consumers. This strategy allows the Pink Rice product to be known to a wider community, so that the marketing reach is no longer limited to the area around the Islamic boarding school. In line with the increasing use of the internet and mobile devices, the use of digital platforms provides greater opportunities for business actors to expand the market and increase the effectiveness of marketing activities (Yuswardi & Wang, 2025). This study also found that the application of sharia principles in

digital marketing activities, such as honesty in conveying product information, transparency regarding quality and price, and friendly and responsible service, plays a significant role in building consumer trust. This trust encourages increased public interest in Pink Rice and has a positive impact on business development. Thus, the implementation of sharia digital marketing not only supports marketing expansion but also strengthens business competitiveness through the application of business values in accordance with sharia principles. *In marketing Pink Rice, we utilize several digital media, such as WhatsApp Business, Instagram, Facebook, and marketplaces. These media were chosen because they are easy to use and can reach a wider range of consumers than conventional marketing.* (Sahila Fikria, 2026). Based on interviews and observations, Pink Rice marketing activities have utilized several digital platforms, namely Instagram, TikTok, and WhatsApp. Instagram and TikTok are used as promotional media to disseminate information about the benefits, quality, and superiority of Pink Rice through photo and video content. Meanwhile, WhatsApp is used as a means of direct communication with consumers, both to provide product information, receive orders, and provide customer service. The selection of these digital media is based on the high level of social media usage among the public and its ability to reach a wider consumer base at a relatively affordable cost. Social media has proven effective in disseminating information, obtaining customer feedback, and building relationships with target audiences and industry stakeholders at minimal cost. (Ispatrinov et al., 2025).

Figure 1. Pink Rice Pamphlet



Source: documentation of pink rice pamphlet

Promotional activities are also supported by the use of digital pamphlets containing information about the product, benefits, prices, and ordering contacts. The pamphlets are distributed through social media and WhatsApp, making it easier for the public to obtain information about Pink Rice. With a good understanding of design, placement of visual elements, and the messages conveyed in the pamphlets, the community can be more effective in promoting local products or small and medium enterprises they own (Farlina et al., n.d.). The use of digital media integrated with promotional pamphlets demonstrates an effort to increase marketing effectiveness and expand access to information to potential consumers.

Social media plays a crucial role in supporting the marketing of Sharia-compliant Pink Rice. Besides serving as a promotional tool, social media also serves as a communication me-

dium, enabling direct interaction between business managers and consumers. Social media allows interaction, promotion, and product introductions both online and offline (Sefthian et al., n.d.). Through various digital platforms, product information can be disseminated quickly and easily, reaching a wider audience.

In practice, marketing conducted through social media still adheres to Sharia principles. Sharia principles are the level of comparison between the expected value of a product or service that should be in accordance with Sharia and the reality received (Arifin et al., n.d.). Information conveyed to consumers contains product descriptions that reflect actual conditions without any manipulation or misleading information. Delivering information honestly and transparently is one way to build consumer trust and create a good relationship between producers and customers. Information sourced from business actors is very influential, especially in the form of advertisements or labels. (Ninik Azizah, 2024 n.d.)

Furthermore, communication features available on social media and WhatsApp make it easy for consumers to obtain information, ask questions, and provide feedback regarding products. This direct interaction contributes to improving service quality and strengthening customer loyalty to Pink Rice.

The marketing success of Pink Rice is not only supported by the use of digital media, but also by the quality of the product packaging. Based on observations, Pink Rice is packaged with a neat, attractive, and informative design, thereby increasing the product's appeal to consumers. Attractive packaging can attract consumers' attention and consideration towards MSME products when purchasing them. (Sri Soedewi et al., n.d.). The packaging used serves to maintain product quality, protect the rice during storage and distribution, and make it easier for consumers to recognize the product.

Figure 2. The following is documentation of pink rice packaging.



Source: Documentation of pink rice product packaging

The packaging includes clear information about the product's identity, benefits, and ordering information. The professional packaging also supports digital promotional activities by enhancing the aesthetic value of marketing content uploaded through social media. Therefore, good packaging is a factor that supports the marketing effectiveness of Pink Rice and strengthens the product's image as a superior product of the Darul Falah Islamic Boarding

School. Packaging can contribute to a company's brand image, making it a recognizable corporate identity. (Farwita Samuddin et al., 2018).

The research results show that the implementation of Sharia-compliant digital marketing offers significant opportunities for developing the marketing of Pink Rice. The use of digital media allows the product to reach a wider audience, regardless of geographic location. Furthermore, the product's identity, originating from an Islamic boarding school (pesantren) environment, and the application of Sharia principles in its marketing process, provide added value, boosting consumer trust and interest.

On the other hand, several challenges remain in the implementation of Sharia digital marketing. These challenges include limited human resources with digital marketing management skills, the need to maintain consistent promotional content creation, and competition from similar products that are already well-known in the market. Therefore, efforts are needed to improve the competency of business managers, strengthen digital promotion strategies, and develop more innovative marketing content to optimize the use of digital media. The content development process involves analyzing needs, designing, and evaluating content effectiveness based on digital metrics and user feedback. (M. Farid, et al., n.d.).

Overall, the implementation of sharia-compliant digital marketing in the marketing of Pink Rice through the OPOP Program has had a positive impact on market expansion, increased consumer confidence, and strengthened the economic independence of the Darul Falaḥ Islamic Boarding School. The integration of digital technology and sharia-compliant values is a strategy with the potential to support the sustainable development of Islamic boarding school businesses in the future.

Figure 3. Pink Rice Promotion



Source: Marketing documentation for pink rice products

Previous research has shown that the use of digital marketing has a positive impact on improving the marketing performance of various businesses. Most studies conclude that the use of social media, marketplaces, websites, and other digital platforms can expand market reach, increase sales, strengthen relationships with consumers, and enhance product competi-

tiveness. These findings demonstrate that digital marketing has become an effective marketing strategy in addressing technological advancements and changing consumer behavior.

However, there are several differences in focus from previous studies. Some studies solely focus on the effectiveness of digital media as a promotional tool without linking it to the application of sharia principles in marketing activities. Other studies focus more on general MSME development strategies, while studies on the implementation of sharia digital marketing in Islamic boarding school business units are relatively limited. Furthermore, research on the One Pesantren One Product (OPOP) Program generally focuses on empowering Islamic boarding school economies, developing student entrepreneurship, or improving product quality, without in-depth examination of how sharia digital marketing strategies are applied to marketing superior Islamic boarding school products.

Based on this comparison, this study differs from previous research because it not only examines the use of digital media as a promotional tool but also analyzes the implementation of sharia values in every digital marketing activity. This study also focuses on the marketing of Pink Rice as a flagship product of the One Pesantren One Product (OPOP) Program at the Darul Falah Islamic Boarding School. Thus, this study integrates three main aspects: digital marketing, sharia marketing principles, and the economic empowerment of Islamic boarding schools through the OPOP Program. This approach is expected to provide a more comprehensive picture of effective digital marketing strategies that are also in accordance with Islamic economic values.

CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that the implementation of sharia digital marketing through the One Pesantren One Product (OPOP) Program at the Darul Falah Islamic Boarding School (PPD) plays an effective role in increasing the marketing of Pink Rice. The use of various digital media can expand market reach, increase product awareness, and facilitate communication with consumers. The application of sharia principles in marketing activities, such as honesty, transparency, trustworthiness, and responsibility, also contributes to building consumer trust and strengthening the competitiveness of the pesantren's products.

The implementation of Sharia digital marketing is also reflected in the delivery of product information that is honest, transparent, and in accordance with actual conditions. This practice aligns with Sharia principles, which emphasize honesty, trustworthiness, and responsibility in marketing activities. Furthermore, the use of digital pamphlets and attractive and informative product packaging contributes to promotional effectiveness and increases consumer trust in Pink Rice, a flagship product of the Darul Falah Islamic Boarding School.

This study also found that the implementation of sharia-compliant digital marketing offers significant potential for expanding the market and increasing the competitiveness of Islamic boarding school products. However, several challenges remain, such as limited human

resources for digital marketing management, consistent promotional content creation, and competition from similar products in the market. Therefore, strengthening the capacity of business managers, improving the quality of digital promotions, and developing more innovative marketing strategies is necessary to ensure optimal and sustainable utilization of sharia-compliant digital marketing.

Overall, the implementation of sharia digital marketing through the OPOP Program has been an effective strategy in supporting the marketing of Pink Rice, increasing consumer trust, and strengthening the economic independence of the Darul Falah Islamic Boarding School.

Based on the research findings, Darul Falah Islamic Boarding School is advised to increase human resource capacity through digital marketing training, optimize social media management with more creative and consistent content, and expand collaboration with marketplaces and business partners to expand marketing reach.

For future researchers, this study can serve as a reference for developing studies on sharia digital marketing for superior Islamic boarding school products and Sharia-based MSMEs with a broader scope. It is also recommended that future research utilize different approaches or methods, such as mixed methods or quantitative research, to gain a deeper understanding of the effectiveness of sharia digital marketing in improving marketing performance and empowering the Islamic boarding school economy.

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